

# Jurnal

*by* Sri Rusiyati , Dede Suleman , Dinar Riftiasari Dkk

---

**Submission date:** 21-Dec-2022 11:55AM (UTC+0700)

**Submission ID:** 1985353299

**File name:** ENJOYMENT,\_TRUST\_IN\_INTENTION\_WHEN\_CHOOSING\_A\_SHOPPING\_PLACE.pdf (177.41K)

**Word count:** 4363

**Character count:** 24482



## 1 HOW ENJOYMENT, TRUST IN INTENTION WHEN CHOOSING A SHOPPING PLACE

Sri Rusiyati<sup>1</sup>, Dede Suleman<sup>2</sup>, Dinar Riftiasari<sup>3</sup>, Dedi Suharyadi<sup>4</sup>, Sofyan Marwansyah<sup>5</sup>,  
6.abil Sabil<sup>6</sup>

<sup>1</sup>) Sekolah Tinggi Manajemen Informatika dan Komputer Nusa Mandiri, Indonesia

<sup>2</sup>) Universitas Bina Sarana Informatika, Indonesia, [dede.dln@bsi.ac.id](mailto:dede.dln@bsi.ac.id)

<sup>3</sup>) Universitas Bina Sarana Informatika, Indonesia

<sup>4</sup>) Universitas Bina Sarana Informatika, Indonesia

<sup>5</sup>) Universitas Bina Sarana Informatika, Indonesia

<sup>6</sup>) Universitas Bina Sarana Informatika, Indonesia

Corresponding Author: Dede suleman

**Abstract:** *The importance of analyzing the relationship between enjoyment and trust in consumer buying interest before making shopping decisions. This study used a sampling quota sampling technique with a survey method with a total sample size of 100 respondents from the city of Jakarta with the criteria for respondents who were over 20 years old. The results of the study indicate that enjoyment and trust influence consumer purchase orders. Therefore, a good marketer must build these two factors in the place of shopping because they can trigger requests to buy and later become a stimulus in purchasing decisions.*

**Keywords:** Enjoyment, Trust and Intention.

## INTRODUCTION

In the process of the purchase decision flow, of course, there are many stages that consumers go through (Kotler & Armstrong, 2016). Consumers certainly have their own choices in shopping where they think they are more comfortable (Suleman, Zuniarti, Marginingsih, et al., 2019). Either in online retail or offline retail because of experience and other factors that make the perception of the shopping place different for each consumer (Suleman, Zuniarti, Setyaningsih, et al., 2019). So that competition cannot be avoided between shopping places that want to win the hearts of consumers to shop at their shopping places. Being aware of this makes marketers, especially those in marketing that focus on using online media, must study consumer behavior (Suleman, Suharyadi, Marwansyah, et al., 2020). Marketing in online retail is certainly not the same and has different ways (Suleman, Zuniarti, Marginingsih, et al., 2020). The

differences can vary from convenience or consumer habits which are the main point of each potential consumer who is divided and has their own perceptions (Suleman, Ali, et al., 2019).

One of the factors that influence consumers to choose to shop at online retail is the enjoyment factor. This is interpreted as something that can make consumers feel better about choosing this shopping place than others (Cho & Son, 2019). A place of shopping must also be fun, where this perception is measured by many factors whose makers are in the minds of consumers themselves (Xiang et al., 2016). Although consumers can certainly make shopping decisions from many other factors (Suleman, Suharyadi, Rusiyati, et al., 2020). In addition, consumers today also vary from generation to generation (Suleman, Ali, Nusraningrum, et al., 2020c). There are at least three generations X, Y and Z in the market (Suleman, Ali, Nusraningrum, et al., 2020e).

Marketers are attractive because the determinants of the existing marketing stimulus to purchase decisions and even the underlying loyalty may be due to internal factors of consumers not only external stimuli (Suleman, Ali, Nusraningrum, et al., 2020a) and (Suleman, Ali, Nusraningrum, et al., 2020d). The root of a transaction is the consumer confidence that a shopping place can create. Either offline or online shopping (Suleman, Ali, Nusraningrum, et al., 2020b). Consumer trust is important for marketers to build, especially online marketing, which has a lot of risks in the eyes of consumers in general because many consumers think of more risks when shopping online (Suleman, Zuniarti, & Sabil, 2019). So that the higher the perception of trust can reduce the risk perception of consumers in shopping (Suleman, 2018).

Purchase interest is the beginning of consumer decisions, this is the first step that marketers can make (Solomon, 2018). Consumers who have an interest are most likely to decide to buy at a shopping place (Kotler et al., 2019). Changes in the current era can make consumer behavior in the market change because this research is important to measure how much these factors affect consumer interest and then it can be continued with research on interest in decisions in further research.

## LITERATURE REVIEW

This research was conducted to analyze how enjoyment and trust influence consumers' buying interest in choosing a shopping place. Enjoyment has contributed a lot to consumer interest in choosing a shopping place as stated in the results of the researcher (Zeba & Ganguli, 2016), (Chen & Teng, 2013). Trust has also been widely researched and many results state that trust is the main and most influential predictor of Intention to Shop as in research (Reyes-Mercado et al., 2017) and (Marriott & Williams, 2018). Based on this, the researcher proposes the following hypothesis:

H1: There is a significant influence between Enjoyment and intention to shop

H2: there is a significant influence between trust and intention to shop.

## RESEARCH METHODS

The researcher uses population data based on existing consumers, namely all consumers who have ever shopped online retail, where for consumers who purchase online retailers, the

researcher concludes that the population size is unknown because of the large number. So that in this study the researchers conducted a sampling process using non-probability sampling techniques, precisely with quota sampling using the provisions of the number of samples to be taken as many as 100 samples. This amount is determined by calculating the number of samples, namely 5x the number of indicators in this study (Sugiyono, 2013) and (Ferdinand, 2018) . The results of a survey of 120 respondents for the data collection process in this study. However, only the questionnaire responses that returned to fulfill the quota of 100 respondents were filled in completely and received at the end of the data collection period.

## FINDINGS AND DISCUSSION

First to test the validity and reliability of the construct in this study found that of the 3 variables used with 20 indicators in this study all found to be valid and reliable. With range of 72.03% of the total variance described, and item loading ranging from 0.81 to 1.48. Cronbach's alphas range from 0.80 to 0.86. Furthermore, the output results from the confirmatory factor analysis (CFA) model in this study can be concluded showing that the criteria for a good fit model ( $\chi^2 / df = 1,253$ ,  $p < .001$ ,  $RMSEA = 0.048$ ,  $CFI = 0.90$ , and  $GFI = 0.89$ ). from the results the path analysis that has been used to test the hypothesized relationship. The results showed that there was an influential and significant relationship between enjoyment and intention to soup and it was found that there was an influential and significant relationship between trust and intention to shop. So that these results are the conclusions of the hypothesis in this study where the H1 and H2 researchers are accepted. where trust has the greatest influence on consumers' intention to shop.

## CONCLUSION AND RECOMMENDATION

From the results of this study, it turns out that enjoyment is a significant and influential factor on consumer intention to buy a product at online retail. this is an illustration that an online retailer must be able to make consumers feel comfortable and happy in their shopping activities. and then the second conclusion obtained from the study, namely first about trust here tested empirically that trust is a factor that influences consumer purchase interest where a very large and significant influence on consumer confidence in online retail. and this research reinforces that trust is the factor that has the greatest influence on consumer intention to buy a product at a shopping place.

## IMPLICATIONS AND FUTURE RESEARCH

The purpose of this study is expected to provide an overview and contribution to marketers in online retail and can be implicated in creating an effective marketing strategy to increase the number of consumers who shop at online retail. Enjoyment is a factor that influences consumers in shopping in the midst of the diversity of existing consumers. We can see that indeed consumers who have their respective choices will be stimulated to carry out shopping activities when a shopping place can bring a sense of comfort and pleasure to these consumers. Trust is also the main and most influential factor that must be considered by marketers to be able to build trust in an online retailer because this is the main determinant of consumer buying

interest to choose to shop, which will later be able to enter the consumer shopping decision process at that shopping place.

In further research, it is expected to add risk and usefulness variables that affect consumer buying interest (Suleman, Suharyadi, Rusiyati, et al., 2020) and (Indarsin & Ali, 2017) and expand the population coverage for reflection. consumers' actual perceptions of online retail from all consumers, both urban and sub-urban. And also increase the number of samples.

## BIBLIOGRAPHY

- Chen, M. Y., & Teng, C. I. (2013). A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment. *Electronic Commerce Research*, 13(1), 1–23. <https://doi.org/10.1007/s10660-013-9104-5>
- Cho, E., & Son, J. (2019). The effect of social connectedness on consumer adoption of social commerce in apparel shopping. *Fashion and Textiles*, 6(1), Pp. 1-17. <https://doi.org/10.1186/s40691-019-0171-7>
- Ferdinand, A. (2018). *Metode penelitian manajemen*. Universitas Diponegoro.
- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-Commerce: The Analysis of Perceived Usefulness Perceived Ease of Use, and Perceived Trust: Case Study in Ikens Wholesale Trade, Jakarta – Indonesia. *Saudi Journal of Business and Management Studies*, Vol-2,(Iss-11 (Nov, 2017)), pp: 995-1007. <https://doi.org/10.21276/sjbms.2017.2.11.7>
- Kotler, P., & Amstrong, gary. (2016). *Prinsip-prinsip Pemasaran. Edisi13. Jilid 1*. Erlangga.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0: Moving From Traditional To Digital. In *Gramedia*. PT. Gramedia Pustaka Utama. [https://doi.org/10.1142/9789813275478\\_0004](https://doi.org/10.1142/9789813275478_0004)
- Marriott, H. R., & Williams, M. D. (2018). Exploring consumers perceived risk and trust for mobile shopping: A theoretical framework and empirical study. *Journal of Retailing and Consumer Services*, 42, 133–146. <https://doi.org/10.1016/j.jretconser.2018.01.017>
- Reyes-Mercado, P., Karthik, M., Mishra, R. K., & Rajagopal. (2017). Drivers of consumer attitudes towards online shopping in the Indian market: Analysis through an extended TAM model. *International Journal of Business Innovation and Research*, 13(3), 326–343. <https://doi.org/10.1504/IJBIR.2017.10005068>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being. 12th Edition*. Pearson Education Limited .
- Suleman, D. (2018). Faktor Penentu Keputusan Konsumen Indonesia MemilihTempat Belanja Disebuah E-Commerce (Theory of Planned Behavior). *Jurnal JDM*, 1(02), 1–9. <http://journal.mercubuana.ac.id/index.php/jdm/article/view/4120>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020a). Consumer Behaviour in the Marketing 4.0 Era Regarding Decisions about Where to Shop. *International Journal of Innovation, Creativity and Change*, 13(7), Pp : 444-456.

[https://www.ijicc.net/images/vol\\_13/Iss\\_7/13763\\_Suleman\\_2020\\_E\\_R.pdf](https://www.ijicc.net/images/vol_13/Iss_7/13763_Suleman_2020_E_R.pdf)

- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020b). Consumer Factors in Choosing Shopping Place in 4.0. *JURNAL MANAJEMEN DAN BISNIS SRIWIJAYA*, 17(4), 193–198. <https://doi.org/DOI:https://doi.org/10.29259/jmbs.v17i4.11529>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020c). Faktor konsumen dalam memilih tempat belanja di Era 4.0. *At-Tijaroh*, 6(1), Pp : 37-44.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020d). *Strategi memenangkan persaingan bisnis berbasis perilaku konsumen untuk produk fashion*. Lembaga pendidikan dan pelatihan balai insan cendekia.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2019). Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia. *Archives of Business Research*, Vol.7(No.4), pp.240-253. <https://doi.org/DOI:http://dx.doi.org/10.14738/abr.74.2019>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2020e). Pembeda Konsumen Dalam Memilih Tempat Belanja Offline Vs Online. *Ecodemica*, 4(2), 275–282.
- Suleman, D., Suharyadi, D., Marwansyah, S., Rachmawati, S., Rusiyati, S., & Sabil, S. (2020). The effect of ease of use, risks towards consumer decisions when shopping online. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 722–726. <https://doi.org/DOI:10.38035/DIJEFA>
- Suleman, D., Suharyadi, D., Rusiyati, S., Sabil, R. H., & Marwansyah, S. (2020). How trust,risk toward attitude when shopping retail online. *Dinasti International Journal of Education Management and Social Science*, 1(4), Pp :487-492. <https://doi.org/https://doi.org/10.31933/dijms.v1i4.185>
- Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, Nurhayaty, E., Rachmawati, S., Pramularso, E. Y., & Sari, I. (2019). Competition between offline and online stores: when it comes to shopping for fashion products, which store will be the choice of Indonesian consumers? *International Conference on Global Innovation and Trends in Economy*, 1–14. <https://easychair.org/publications/preprint/8drP>
- Suleman, D., Zuniarti, I., Marginingsih, R., Susilowati, I. H., Sari, I., Sabil, S., & Nurhayaty, E. (2020). The effect of decision to purchase on shop fashion product in Indonesia mediated by attitude to shop. *Management Science Letters*, 11(1), 111–116. <https://doi.org/doi:10.5267/j.msl.2020.8.024>
- Suleman, D., Zuniarti, I., & Sabil, S. (2019). Consumer Decisions toward Fashion Product Shopping in Indonesia: The effects of Attitude, Perception of Ease of Use, Usefulness, and Trust. *Management Dynamics in the Knowledge Economy*, 7(2), 133–146. <https://doi.org/10.25019/mdke/7.2.01>
- Suleman, D., Zuniarti, I., Setyaningsih, E. D., Yanti, V. A., Susilowati, I. H., Sari, I., Marwansyah, S., Hadi, S. sudarmono, & Lestinarsih, A. S. (2019). Decision Model Based

- on Technology Acceptance Model (Tam) for Online Shop Consumers in Indonesia. *Academy of Marketing Studies Journal*, 23(4), Pp: 1-14. <https://www.abacademies.org/articles/decision-model-based-on-technology-acceptance-model-tam-for-online-shop-consumers-in-indonesia-8624.html>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- Zeba, F., & Ganguli, S. (2016). Word-of-mouth, trust, and perceived risk in online shopping: An extension of the technology acceptance model. *International Journal of Information Systems in the Service Sector*, 8(4), 17–32. <https://doi.org/10.4018/IJISSS.2016100102>
- Chen, M. Y., & Teng, C. I. (2013). A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment. *Electronic Commerce Research*, 13(1), 1–23. <https://doi.org/10.1007/s10660-013-9104-5>
- Cho, E., & Son, J. (2019). The effect of social connectedness on consumer adoption of social commerce in apparel shopping. *Fashion and Textiles*, 6(1), Pp. 1-17. <https://doi.org/10.1186/s40691-019-0171-7>
- Ferdinand, A. (2018). *Metode penelitian manajemen*. Universitas Diponegoro.
- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-Commerce: The Analysis of Perceived Usefulness Perceived Ease of Use, and Perceived Trust: Case Study in Ikens Wholesale Trade, Jakarta – Indonesia. *Saudi Journal of Business and Management Studies*, Vol-2,(Iss-11 (Nov, 2017)), pp: 995-1007. <https://doi.org/10.21276/sjbms.2017.2.11.7>
- Kotler, P., & Armstrong, Gary. (2016). *Prinsip-prinsip Pemasaran. Edisi13. Jilid 1*. Erlangga.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0: Moving From Traditional To Digital. In *Gramedia*. PT. Gramedia Pustaka Utama. [https://doi.org/10.1142/9789813275478\\_0004](https://doi.org/10.1142/9789813275478_0004)
- Marriott, H. R., & Williams, M. D. (2018). Exploring consumers perceived risk and trust for mobile shopping: A theoretical framework and empirical study. *Journal of Retailing and Consumer Services*, 42, 133–146. <https://doi.org/10.1016/j.jretconser.2018.01.017>
- Reyes-Mercado, P., Karthik, M., Mishra, R. K., & Rajagopal. (2017). Drivers of consumer attitudes towards online shopping in the Indian market: Analysis through an extended TAM model. *International Journal of Business Innovation and Research*, 13(3), 326–343. <https://doi.org/10.1504/IJBIR.2017.10005068>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being. 12th Edition*. Pearson Education Limited .
- Suleman, D. (2018). Faktor Penentu Keputusan Konsumen Indonesia MemilihTempat Belanja Disebuah E-Commerce (Theory of Planned Behavior). *Jurnal JDM*, 1(02), 1–9.

<http://journal.mercubuana.ac.id/index.php/jdm/article/view/4120>

- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020a). Consumer Behaviour in the Marketing 4.0 Era Regarding Decisions about Where to Shop. *International Journal of Innovation, Creativity and Change*, 13(7), Pp : 444-456. [https://www.ijicc.net/images/vol\\_13/Iss\\_7/13763\\_Suleman\\_2020\\_E\\_R.pdf](https://www.ijicc.net/images/vol_13/Iss_7/13763_Suleman_2020_E_R.pdf)
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020b). Consumer Factors in Choosing Shopping Place in 4.0. *JURNAL MANAJEMEN DAN BISNIS SRIWIJAYA*, 17(4), 193–198. [https://doi.org/DOI: https://doi.org/10.29259/jmbs.v17i4.11529](https://doi.org/DOI:https://doi.org/10.29259/jmbs.v17i4.11529)
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020c). Faktor konsumen dalam memilih tempat belanja di Era 4.0. *At-Tijarah*, 6(1), Pp : 37-44.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020d). *Strategi memenangkan persaingan bisnis berbasis perilaku konsumen untuk produk fashion*. Lembaga pendidikan dan pelatihan balai insan cendekia.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2019). Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia. *Archives of Business Research*, Vol.7(No.4), pp.240-253. <https://doi.org/DOI: http://dx.doi.org/10.14738/abr.74.2019>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2020e). Pembeda Konsumen Dalam Memilih Tempat Belanja Offline Vs Online. *Ecodemica*, 4(2), 275–282.
- Suleman, D., Suharyadi, D., Marwansyah, S., Rachmawati, S., Rusiyati, S., & Sabil, S. (2020). The effect of ease of use, risks towards consumer decisions when shopping online. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 722–726. <https://doi.org/DOI:10.38035/DIJEFA>
- Suleman, D., Suharyadi, D., Rusiyati, S., Sabil, Rifitiasari, D., & Marwansyah, S. (2020). How trust,risk toward attitude when shopping retail online. *Dinasti International Journal of Education Management and Social Science*, 1(4), Pp :487-492. <https://doi.org/https://doi.org/10.31933/dijms.v1i4.185>
- Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, Nurhayaty, E., Rachmawati, S., Pramularso, E. Y., & Sari, I. (2019). Competition between offline and online stores: when it comes to shopping for fashion products, which store will be the choice of Indonesian consumers? *International Conference on Global Innovation and Trends in Economy*, 1–14. <https://easychair.org/publications/preprint/8drP>
- Suleman, D., Zuniarti, I., Marginingsih, R., Susilowati, I. H., Sari, I., Sabil, S., & Nurhayaty, E. (2020). The effect of decision to purchase on shop fashion product in Indonesia mediated by attitude to shop. *Management Science Letters*, 11(1), 111–116. <https://doi.org/doi:10.5267/j.msl.2020.8.024>
- Suleman, D., Zuniarti, I., & Sabil, S. (2019). Consumer Decisions toward Fashion Product Shopping in Indonesia: The effects of Attitude, Perception of Ease of Use, Usefulness, and



- Trust. *Management Dynamics in the Knowledge Economy*, 7(2), 133–146. <https://doi.org/10.25019/mdke/7.2.01>
- Suleman, D., Zuniarti, I., Setyaningsih, E. D., Yanti, V. A., Susilowati, I. H., Sari, I., Marwansyah, S., Hadi, S. sudarmono, & Lestningsih, A. S. (2019). Decision Model Based on Technology Acceptance Model (Tam) for Online Shop Consumers in Indonesia. *Academy of Marketing Studies Journal*, 23(4), Pp: 1-14. <https://www.abacademies.org/articles/decision-model-based-on-technology-acceptance-model-tam-for-online-shop-consumers-in-indonesia-8624.html>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- Zeba, F., & Ganguli, S. (2016). Word-of-mouth, trust, and perceived risk in online shopping: An extension of the technology acceptance model. *International Journal of Information Systems in the Service Sector*, 8(4), 17–32. <https://doi.org/10.4018/IJISSS.2016100102>
- Chen, M. Y., & Teng, C. I. (2013). A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment. *Electronic Commerce Research*, 13(1), 1–23. <https://doi.org/10.1007/s10660-013-9104-5>
- Cho, E., & Son, J. (2019). The effect of social connectedness on consumer adoption of social commerce in apparel shopping. *Fashion and Textiles*, 6(1), Pp. 1-17. <https://doi.org/10.1186/s40691-019-0171-7>
- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-Commerce: The Analysis of Perceived Usefulness Perceived Ease of Use, and Perceived Trust: Case Study in Ikens Wholesale Trade, Jakarta – Indonesia. *Saudi Journal of Business and Management Studies*, Vol-2,(Iss-11 (Nov, 2017)), pp: 995-1007. <https://doi.org/10.21276/sjbms.2017.2.11.7>
- Kotler, P., & Amstrong, gary. (2016). *Prinsip-prinsip Pemasaran. Edisi13. Jilid 1*. Erlangga.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). Marketing 4.0: Moving From Traditional To Digital. In *Gramedia*. PT. Gramedia Pustaka Utama. [https://doi.org/10.1142/9789813275478\\_0004](https://doi.org/10.1142/9789813275478_0004)
- Marriott, H. R., & Williams, M. D. (2018). Exploring consumers perceived risk and trust for mobile shopping: A theoretical framework and empirical study. *Journal of Retailing and Consumer Services*, 42, 133–146. <https://doi.org/10.1016/j.jretconser.2018.01.017>
- Reyes-Mercado, P., Karthik, M., Mishra, R. K., & Rajagopal. (2017). Drivers of consumer attitudes towards online shopping in the Indian market: Analysis through an extended TAM model. *International Journal of Business Innovation and Research*, 13(3), 326–343. <https://doi.org/10.1504/IJBIR.2017.10005068>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being. 12th Edition*. Pearson Education Limited .

- Sugiyono. (2013). *Metode penelitian manajemen*. Badan Penerbit Universitas Diponegoro.
- Suleman, D. (2018). Faktor Penentu Keputusan Konsumen Indonesia Memilih Tempat Belanja Dibeulah E-Commerce (Theory of Planned Behavior). *Jurnal JDM*, 1(02), 1–9. <http://journal.mercubuana.ac.id/index.php/jdm/article/view/4120>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020a). Consumer Behaviour in the Marketing 4.0 Era Regarding Decisions about Where to Shop. *International Journal of Innovation, Creativity and Change*, 13(7), Pp : 444-456. [https://www.ijicc.net/images/vol\\_13/Iss\\_7/13763\\_Suleman\\_2020\\_E\\_R.pdf](https://www.ijicc.net/images/vol_13/Iss_7/13763_Suleman_2020_E_R.pdf)
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020b). Consumer Factors in Choosing Shopping Place in 4.0. *JURNAL MANAJEMEN DAN BISNIS SRIWIJAYA*, 17(4), 193–198. <https://doi.org/DOI:https://doi.org/10.29259/jmbs.v17i4.11529>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020c). Faktor konsumen dalam memilih tempat belanja di Era 4.0. *At-Tijaroh*, 6(1), Pp : 37-44.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020d). *Strategi memenangkan persaingan bisnis berbasis perilaku konsumen untuk produk fashion*. Lembaga pendidikan dan pelatihan balai insan cendekia.
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2019). Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia. *Archives of Business Research*, Vol.7(No.4), pp.240-253. <https://doi.org/DOI:http://dx.doi.org/10.14738/abr.74.2019>
- Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2020e). Pembeda Konsumen Dalam Memilih Tempat Belanja Offline Vs Online. *Ecodemica*, 4(2), 275–282.
- Suleman, D., Suharyadi, D., Marwansyah, S., Rachmawati, S., Rusiyati, S., & Sabil, S. (2020). The effect of ease of use, risks towards consumer decisions when shopping online. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 722–726. <https://doi.org/DOI:10.38035/DIJEFA>
- Suleman, D., Suharyadi, D., Rusiyati, S., Sabil, Riftiasari, D., & Marwansyah, S. (2020). How trust,risk toward attitude when shopping retail online. *Dinasti International Journal of Education Management and Social Science*, 1(4), Pp :487-492. <https://doi.org/https://doi.org/10.31933/dijms.v1i4.185>
- Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, Nurhayaty, E., Rachmawati, S., Pramularso, E. Y., & Sari, I. (2019). Competition between offline and online stores: when it comes to shopping for fashion products, which store will be the choice of Indonesian consumers? *International Conference on Global Innovation and Trends in Economy*, 1–14. <https://easychair.org/publications/preprint/8drP>
- Suleman, D., Zuniarti, I., Marginingsih, R., Susilowati, I. H., Sari, I., Sabil, S., & Nurhayaty, E. (2020). The effect of decision to purchase on shop fashion product in Indonesia mediated by attitude to shop. *Management Science Letters*, 11(1), 111–116. <https://doi.org/doi:>

---

10.5267/j.msl.2020.8.024

- Suleman, D., Zuniarti, I., & Sabil, S. (2019). Consumer Decisions toward Fashion Product Shopping in Indonesia: The effects of Attitude, Perception of Ease of Use, Usefulness, and Trust. *Management Dynamics in the Knowledge Economy*, 7(2), 133–146. <https://doi.org/10.25019/mdke/7.2.01>
- Suleman, D., Zuniarti, I., Setyaningsih, E. D., Yanti, V. A., Susilowati, I. H., Sari, I., Marwansyah, S., Hadi, S. sudarmono, & Lestiningsih, A. S. (2019). Decision Model Based on Technology Acceptance Model (Tam) for Online Shop Consumers in Indonesia. *Academy of Marketing Studies Journal*, 23(4), Pp: 1-14. <https://www.abacademies.org/articles/decision-model-based-on-technology-acceptance-model-tam-for-online-shop-consumers-in-indonesia-8624.html>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- Zeba, F., & Ganguli, S. (2016). Word-of-mouth, trust, and perceived risk in online shopping: An extension of the technology acceptance model. *International Journal of Information Systems in the Service Sector*, 8(4), 17–32. <https://doi.org/10.4018/IJISSS.2016100102>

# Jurnal

---

## ORIGINALITY REPORT

---

15%

SIMILARITY INDEX

10%

INTERNET SOURCES

4%

PUBLICATIONS

3%

STUDENT PAPERS

---

## PRIMARY SOURCES

---

1	<a href="http://www.semanticscholar.org">www.semanticscholar.org</a> Internet Source	3%
2	Submitted to North West University Student Paper	2%
3	<a href="http://jurnal.untidar.ac.id">jurnal.untidar.ac.id</a> Internet Source	1%
4	<a href="http://m.growingscience.com">m.growingscience.com</a> Internet Source	1%
5	Nader S. Sweidan, Ahmad Areiqat. "The Digital Divide and its Impact on Quality of Education at Jordanian Private Universities Case Study: Al-Ahliyya Amman University", International Journal of Higher Education, 2020 Publication	1%
6	<a href="http://iopscience.iop.org">iopscience.iop.org</a> Internet Source	1%
7	<a href="http://www.mdpi.com">www.mdpi.com</a> Internet Source	1%

---

8	Submitted to Oxford Brookes University Student Paper	1 %
9	<a href="http://ejournal.bsi.ac.id">ejournal.bsi.ac.id</a> Internet Source	1 %
10	Ainsworth Anthony Bailey, Carolyn M. Bonifield, Alejandro Arias, Juliana Villegas. "Mobile payment adoption in Latin America", Journal of Services Marketing, 2022 Publication	1 %
11	Submitted to Segi University College Student Paper	1 %
12	<a href="http://openaccess.ahievran.edu.tr">openaccess.ahievran.edu.tr</a> Internet Source	1 %
13	<a href="http://www.researchgate.net">www.researchgate.net</a> Internet Source	1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On